

SDU



Business School

CASE: RICE

How can RICE improve their storytelling and branding universe toward the consumer?

BACKGROUND:

RICE is a Danish interior and accessories company known for colourful melamine, handmade baskets, and creative storage. Products for living room, kitchen, children's room ... for the entire house. Everything in beautiful colours, and everything you need in your everyday life. The RICE universe is full of bubbly products - funky but at the same time down to earth and super practical. The design is modern, created with a playful spirit and a focus on the tiniest details. The words, "Fun," "Funky," and "Functional" are the germ of what RICE stands for.

USEFUL INFO:

RICE is working on a strategy with several specific targets. Here are some of the initiatives:

- Better branding and positioning
- New experiences in concept stores
- Stronger brand community (Instagram)
- Improving the webshop

“Our ambition is to grow the business and activate our brand in several settings. And you will be able to help us finding ways to succeed in this.”

More info:

<https://www.ricebyrice.com/da-dk/oplev-rice/om-rice/>

YOUR TASK:

You are invited to develop proposals to help RICE achieve their goals while also becoming more visible.

- Discuss the different challenges
- Prioritize possible actions
- Select the best strategic project(s)
- Prototype and/or visualise the best solutions

CONTACT PERSON:

Morten Burcharth, CMO
Email: mobu@rice.dk
Mobile: +45 25 94 81 99

rice
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